#### ALTERNATIVE ENTERPRISE AND AGRITOURISM: FARMING FOR PROFIT AND SUSTAINABILITY TOOL KIT

# **TABLE OF CONTENTS and ABSTRACTS**For

#### XI. HERITAGE AND CULTURAL TOURISM

<u>Alternative Enterprises: Heritage Tourism</u>. Information Sheet, NRCS. This is a 2-page information sheet for use at meetings and other discussions. Order from 888-LANDCARE or reproduce as needed.

Alternative Enterprises: Cultural and Heritage Tourism: How to use your land's legacy to benefit the public and boost your bottom line. Technical Note Draft, NRCS. This technical note summarizes several publications that address cultural and heritage tourism. Reproduce as needed.

Getting Started: How to Succeed in Heritage Tourism. Heritage Tourism Division, National Trust for Historic Preservation, National Trust For Historic Preservation, 1785 Massachusetts Avenue, NW Washington, D.C. 20036, Telephone 202-588-6000 or go to www.nthp.org. This is a 50-page workbook on how to develop heritage tourism. It shows cases 16 case studies and presents the five basic principles for heritage tourism.

<u>Experiences and Benefits: A Heritage Tourism Development Model</u>. A good resource tool for assessing heritage tourism opportunities in an area. It is a workbook type publication and contains several case studies. For copies, contact the USDA Forest Service, Recreation and Heritage Tourism Coordinator, Ogden, Utah or James Maetzold for a photocopy, telephone 202-720-0132. RESSD is placing this publication on the web.

<u>Preserving Our Past and Building Our Future.</u> Video, Heritage Tourism Division, National Trust for Historic Preservation, 1785 Massachuesetts Avenue, NW Washington, D.C. 20036, Telephone 202-588-6000. The video addresses how history, culture and tourism contribute and impact this growing mega-industry of "heritage travelers." The economic impact of heritage tourism is shown for three areas of the U.S.

<u>Heritage Tourism Resource Manual</u> NTHP, Heritage Program Division, Denver, CO, 303-623-1504. It is a list of organizations and funding sources for cultural and heritage tourism. The publication has been updated in 2000.

Share Your Heritage: Cultural Tourism News," Partners In Tourism: Culture and Commerce Newsletter Winter 2000. E-mail partners@aam-us.org or call 202-218-7719 to obtain a copy. Newsletter spotlights the Share Your Heritage workshops that are being piloted tested in the U.S. The program will develop how-to training materials and offer

interactive partnership building workshops over the next two years. Share Your Heritage also wants to identify successful cultural tourism programs across the country. If your have a good/great program, contact Amy Webb at amy\_webb@nthp.org or 303-413-1986 for more information

<u>National Online Resources for Rural Tourism.</u> It is a list of funding and technical assistance agencies and organizations.

Heritage Industries Conference: Yesterday's Treasures and Tomorrow's Opportunities. Castleland RC&D. Contact Wingate Video Services L.L.C., POBox 538, Moab, UT 84532. 1-877-4WINGATE. Video of a conference held in Moab to discuss heritage industries.

<u>Uniquely Texas: A Lone Star Look at Cultural and Heritage Tourism.</u> Texas Travel Industry Association, 812 San Antonio Street, Suite 401, Austin, TX 78701. Call 512-476-4472 or go to www.tourtexas.com. This video is an informative piece about what Texas has to offer in cultural and heritage tourism along with the role of community pride that is a deliberate byproduct of efforts to preserve and enhance those things that make a community unique. The second section is a "how-to" for communities that want to expand their activities. It shows the subtle synergy between culture and nature tourism, festivals, shopping, dining and traditional attractions. It has received rave reviews. It was developed to tell Texans about Texas culture and heritage.

<u>Principles for Sustainable Tourism.</u> Lancaster County Planning Commission. Call Scott Standish at 717-299-8333 or email. Standish@co.lancaster.pa.us. Lancaster County, PA started a heritage tourism program in 1994. A community-based strategy was developed for sustainable authentic heritage tourism. The community adopted this heritage strategy.



United States Department of Agriculture

Natural Resources Conservation Service

AE-3

# **Alternative Enterprises** – Heritage Tourism

How to use your land's legacy to benefit the public and boost your bottom line

#### What Is Heritage Tourism?

Unlike conventional tourism, heritage tourism features historical sights and other cultural attractions that help people learn about our Nation's past. If properly planned and managed, land, buildings, and other resources that have historic or cultural significance — or that are located near historically or culturally significant sites — may provide landowners with new income opportunities. The following are some examples of heritage tourism ventures:

Historic Farm Tours: With planning and effort, Century Farms or others that have original farm structures or equipment may serve as heritage tourism attractions. While our Nation's heritage is deeply rooted in agriculture, the urban connection to our agrarian background is growing weaker. Farm and folklife tours are increasingly used to educate people about both historic and modern methods of food production.

Reenactments: Some farms and ranches include historically significant land, such as land that served as a site of a Civil War battle, as a way station for weary settlers on their route West, as part of the underground railroad, or as the home of a famous American. These areas might be appropriate sites for reenactments, other educational activities, or festivals.

Cultural Events: Farms, ranches, and other lands located in beautiful settings with adequate open space may be attractive sites for outdoor plays, concerts, fairs, and cultural festivals. Even if a farm isn't appropriate as a tourist attraction itself, it may offer hospitality services, such as food, lodging, or agrientertainment to tourists enjoying nearby cultural or historical attractions.

#### Why Heritage Tourism?

Historic and cultural tourism is enjoying increased popularity and generating income for individuals and communities. Studies show that visitors to historic or cultural attractions tend to spend more money per trip and

take longer vacations compared to all other travelers. Heritage tourism also helps preserve a community's unique character and can help diversify local economies.

Moreover, heritage tourism is a flexible income source. Operators can control when the sites will be open. This allows operators to continue farming while offering value-added tourism during certain times of the day or year. Attractions can be open for single annual events, seasonally, or daily with restricted hours.

#### **What Should You Consider?**

**Resource Assessment:** Does your land have natural resource attributes, such as streams or ponds, vistas, or open spaces that would make it an attractive tourist destination? Does your land have a roomy home that could provide lodging, such as a bed and breakfast, for tourists? Do you have open space that could accommodate fairs, festivals, plays, or other events?

Do your land or buildings have unique historical significance? Is your farm located in an area with unique historical or cultural significance?

Customer Base and Marketing: Who are your potential customers? Families with children? Retirees? Amateur historians? Are they located nearby, or do you hope to attract tourists from distant areas? Would your venture be a destination attraction, or a place that tourists might stop on their way to their destination? Are there other historical or cultural attractions nearby that would help draw tourists to your site?

*Infrastructure:* What new facilities, such as restrooms and parking areas, must you provide if large groups visit your land? Are there ample and suitable lodging and dining facilities nearby? Are the roads and other local transportation systems well suited for tourism?

Opportunities for Collaboration: What other local organizations, governments, or businesses can you collaborate with to enhance the financial opportunities of your tourism venture?

**Legal Matters:** What are the liabilities of allowing tourists on your property? What types of insurance must you carry? Is your land zoned, or capable of being rezoned, for tourism activities? What safety regulations might you be required to comply with?

#### Where To Get Help

There are a number of information resources that can help you get started on your new venture. A few of those resources are listed below. For more information, contact your USDA Resource Conservation and Development Council area office. For a national listing of RC&D offices, see http://www.nhq.nrcs.usda.gov/RCCD/rc&dstate.html on the web or call the Natural Resources Conservation Service at your local U.S. Department of Agriculture Service Center (in the phone book, under "Federal Government").

For a national listing of alternative enterprises and agritourism liaisons, see http://www.nhq.nrcs.usda.gov/RESS/econ/ressd.htm.

#### National Trust for Historic Preservation

Through its Heritage Tourism Program, the National Trust for Historic Preservation offers technical assistance on strategic planning, preservation, tourism development, interpretation, and marketing on a feefor-service basis. They also offer low-cost "how-to" publications on heritage tourism, an introductory video, and a resource manual that lists additional organizations that can help you start your new venture.

For more information, see http:// www.nationaltrust.org and click on "publications" or call (202) 588-6286. To reach the Heritage Tourism Program staff, call (303) 623-1504.

A free heritage tourism fact sheet is available from the Trust's regional offices. To locate the regional office nearest you, see http://www.nthp.org/main/frontline/resources.htm on the web.

#### U.S. Department of Agriculture (USDA)

USDA's Forest Service produced a heritage tourism development model that helps landowners and communities assess and develop a heritage tourism enterprise. To get a copy of the report, contact USDA

at (202) 720-2307. An electronic copy can be found at http://www.nhq.nrcs.usda/RESS/econ/ressd.htm on the web.

# Appropriate Technology Transfer for Rural Areas (ATTRA)

ATTRA offers tip sheets on a variety of alternative enterprises and provides tips on evaluating potential agritourism ventures. For helpful information on agrientertainment, see http://www.attra.org/attra-pub/pickyour.html on the web, or call (800) 346-9140. ATTRA also provides useful information on marketing and evaluating alternative agricultural enterprises. ATTRA is sponsored by USDA's Rural Business-Cooperative Service.

#### Travel Industry Association of America

A membership organization, TIA provides information on tourism research and resources. You can contact them at 1100 New York Avenue, NW, Suite 450, Washington, DC 20005-3934, (202) 408-8422, Fax (202) 408-1255 or see http://www.tia.org on the web.

#### State Departments of Tourism

All 50 states have tourism offices that can provide you with additional information and resources to get you started. To find the address, phone number, or website address for your state tourism office, see the Tourism Industry Association of America (TIA) website at http://www.tia.org/discover/getallstos.asp or call TIA at (202) 408-8422. Also, contact your local convention and visitors bureau.

#### Farming Alternatives Program (FAP), Cornell University

FAP has produced a step-by-step workbook to help you plan and evaluate a new enterprise. The workbook, Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises, can be ordered by calling (607) 255-9832. FAP also offers an agritourism resource packet and a report providing indepth case studies of agritourism in New York. Also see http://www.cals.cornell.edu/dept/ruralsoc/fap/fap.html on the web.

For additional copies of this information sheet, AE-3, call 1-888-LANDCARE or see the website at http://www.nhq.nrcs.usda/RESS/econ/ressd.htm.

The U.S. Department of Agriculture (USDA) prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

# Heritage and Cultural Tourism: How to use your land legacy to benefit the public and boost your bottom line.

Purpose of Technical Note: This tech note is to provides guidance to private land owners or rural communities who are pursuing interests in developing heritage tourism site(s). The tech note contains definitions, benefits, criteria, and guidelines for a heritage enterprise or attraction. Sources of additional information and sources of funds is also provided. This tech note is based upon fact sheets, and reports obtained from Heritage Tourism, National Trust for Historic Preservation, 1032 Hawthorn Avenue, Boulder, CO and a publication of the USDA Forest Service.

What is heritage tourism? Heritage tourism means traveling to historic and cultural attractions to learn about the past in an enjoyable way.

What benefits does heritage tourism offer? Tourism is big business. In addition to creating new jobs, new business and higher property values, well-managed tourism improves the quality of life and builds community pride. According to a 1997 Report on Cultural and Historic Tourism, visitors to historic sites stay longer and spend more money than other kinds of tourists. Visitors to historic and cultural attractions spend, on average, \$615 per trip compared too \$425 for all U.S. travelers, and they spend an average of 4.7 nights away from home as compared to 3.3 nights for all other travelers. (Source: Travel Industry Association of America). Perhaps the biggest benefits of heritage tourism, though, are diversification of local economies and preservation of a community's unique character.

1998 Survey—Partners in Tourism commissioned TIA to collect information about cultural and heritage activities and events. Two significant pieces of information were gathered and are presented next.

#### Travelers who included culture in their trip.

Forty six percent of the 199.8 million U.S. adult travelers (92.4 million) included cultural, arts, heritage, or historic activity while on a trip of 50 miles or more away from home during the past year.

Make a bar chart to show distribution

Percentage of 199.8 Million U.S. Travelers that included Heritage Tourism Events on Trips During the Past Year

Any cultural-- 46 percent, 92.4 million Historic site-- 31 percent, 62.6 million Museum—24 percent, 48.7 million Art Gallery—16 percent, 29.2 million Live theater—14 percent, 29.2 million
Heritage/Ethnic Festival—13 percent, 25.6 million
Opera/Classical Concert—7 percent, 13.5 million
Dance Performance—5 percent, 10.7 million
Film Festival—3 percent, 5.5 million
Poetry/Literary Reading—2 percent, 4.5 million
Other Concern—15 percent 29.6 million
Other Cultural Activity—10 percent, 20.9 million

#### Travelers who lengthened their trip due to cultural events and activities.

Of the 92.7 million travelers that included a cultural activity while on a trip during the past year, 29 percent (26.7 million adults) added extra time to their trip because of this cultural activity or event.

#### Make a Pie Chart

61 percent added part of one day
30 percent added one night
5 percent added two extra nights
4 percent added three or more extra nights

#### Other characteristics of cultural travelers compared to others.

- Travelers who include cultural events on their trips differ from other U.S. travelers in a number of ways. They are more likely to:
- Have higher household incomes--\$48,000 vs. \$37,000
- Have completed college—41 percent vs. 32 percent
- Have managerial or professional occupations: 31 percent vs. 24 percent
- Be married—67 percent vs. 61 percent.

1997 Survey--New information about heritage travelers was obtained in 1997 by TIA who released the first-ever national study of the cultural and historic travel market. The report, A Profile of Travelers Who Participate in Historic and Cultural Activities, confirms what the National Trust's Heritage Tourism Program had found to be true at the local level across the country—heritage travelers stay longer and spend more money that other kinds of visitors. Based upon a survey of 240,000 households, heritage travelers:

- Spend, on average, \$615 per trip compared to \$425 for other U.S. travelers.
- Stay an average of 4.7 night away as compared to 3.3 night for other travelers.
- Are more likely to stay in a hotel, motel or bed and breakfast (56 percent compared to 42 percent for other travelers).
- Are twice as likely to take a group tour than the average traveler (7 percent versus 3 percent).
- Are slightly older than other U.S. travelers and are more likely to have a post-graduate degree.

• Like June, July and August for cultural and historic travel.

Copies of the complete study are available from the Travel Industry Association of America for \$175.00 for non members. For more information about this study, contact TIA at 202-408-8422. Or, most state and local Chamber of Commerce, visitor bureaus, and state office of tourism/bureaus are members of TIA.

What challenges can heritage tourism bring? One challenge is ensuring that tourism does not destroy the very heritage that attracts visitors in the first place. Also, tourism is a competitive, sophisticated, fast-changing industry that presents its own challenges. It is generally a clean industry: no smokestacks or dangerous chemicals. But it does put demand on the infrastructure—roads, airport, water supplies, local restaurants, lodging, and public services like police, fire protection, health and other services.

What makes heritage tourism work? By working in local communities across the country over the past decade, the National Trust has been able to develop five principles to create a sustainable high quality heritage tourism program in your community, region or state.

- 1. Focus on authenticity and quality of experience
- 2. Preserve and protect the resources
- 3. Make sites come alive
- 4. Find the fit between a community or region and tourism
- 5. Collaborate

What does the National Trust's Heritage Tourism Program do? The Heritage Tourism Program provides technical assistance in strategic planning, preservation, tourism development, interpretation and marketing on a fee-for-service basis. The Heritage Tourism Program has also developed a series of "how-to" publications and programs to help individuals and organizations that are developing heritage tourism programs.

What publications does the National Trust offer about heritage tourism? To help communities, regions, and states develop or enhance heritage tourism activities, the National Trust has developed a series of publication and products. The publications address questions such as—What is the best way to encourage tourist to visit historic sites in your community? How can you better promote historic resources to visitors? How should your community deal with too many tourists? Too few tourists? The publications are:

Getting Started: How to Succeed in Heritage Tourism—A 48-page color guide to help communities combine preservation and tourism to obtain manageable economic growth. Order No. 2105, \$15.00.

Preserving Our Past—Building Our Future, A video

**Touring Historic Places**—A useful manual for heritage site managers with information for planning, marketing, and hosting effective, heritage tourism programs. Order NO 2THP, \$10.00.

Public Relations Strategies for Historic Sites and Communities: Offering a Press Tour—How to organize a press tour for groups of journalists to provide regional and national coverage for heritage tourism destinations. Order No. 2127, \$6.00.

Welcoming Visitors to Your Community: Training Tour Guides and Other Hospitality Ambassadors—Useful information to help communities, organizations, and historic sites provide training for tour guides, docents, and other hospitality workers in order to welcome visitors in more professional, educational and enjoyable ways. Order No. 2130, \$6.00

For more complete catalog listing of other preservation titles, please call 202-588-6296 or visit the web site at <www.InfoSeries.com>

"Heritage Tourism Fact Sheet" are available (free) through the regional offices.

Where can I find more information about heritage tourism? For information about articles or publication on heritage tourism, contact the National Trust Library and ask for listings under "tourism".

Contact: National Trust Library, c/o McKeldin Library, University of Maryland College Park, MD 20742: Phone 301-405-6320 E-mail: NT Library@umail.umd.edu

For information about the National Trust for Historic Preservation, or for historic

preservation assistance, contact the National Trust office nearest you.

Midwest Office 312-939-5547 53 West Jackson Blvd, Suite 350 Chicago, IL 60604 (IL,IN,IA,MI,MN,MO,OH,WI) Southern Office 843-722-8552 456 King Street Charleston, SC 29403 (AL,FL,GA,KY,LA,MS,NC,SC,TN,WV)

Mountains/Plains Office 303-623-1504 910 16<sup>th</sup> Street Suite 1100 Denver, CO 80202 (CO, KS, MT, NE, ND, SD, UT, WY)

Southern Field Office 202-588-6040 1785 Massachusetts Avenue, NW Washington D.C. 20036 (DE, MD, PR, VA, VI)

Northeast Office 617-523-0885 Seven Faneuil Hall Marketplace 4<sup>th</sup> Floor Boston, MA 02109 (CT, ME, MA, NH, NY, RI, VT) Southwest Office 817-332-4398 500 Main Street, Suite 1030 Fort Worth, TX 76102 (AR, NM, OK, TX) Northeast Field Office 215-991-5778 PO Box 18889 Philadelphia, PA 19119 (DE, NJ, PA) Western Office 415-956-0610 One Sutter Street, Suite 707 San Francisco, CA 94104 (AK, AZ, CA, HI, ID, NV, OR, WA, Guam, Micronesia)

Washington, D.C. Office 202-588-6000 1785 Massachusetts Avenue, NW Washington, D.C. 20036

**Heritage Tourism Resource Manual--**It is a listing of organizations that can provide technical and financial assistance in the development, promotion and marketing of historic and cultural sites. Contact Heritage Tourism Program, National Trust for Historic Preservation, 910 16<sup>th</sup> Street, Suite 1100, Denver CO. 80202. Telephone is 303-623-1504. This manual is updated about every two years. The latest report is attached.

# Experiences and Benefits: A Heritage Tourism Development Model USDA Forest Service, July 1997

A team of 25 heritage tourism experts shared their knowledge in developing this model and preparing this report. The report can be used as a work book to assess and develop a heritage tourism enterprise or industry. Some of the points covered in this 77 page report include:

- Challenges and principles of heritage tourism,
- Heritage tourism classification,
- Heritage tourism development process,
- Four focus areas of heritage tourism,
- Freeman Tilden "Principles of Interpretation,"
- Demand side and supply side of a heritage site,
- Effective heritage tourism programming,
- Heritage tourism trends and implications,
- Heritage tourism case studies (sites, communities, regions), and
- A 10 page bibliography and resource list.

"The key is to create a complete heritage tourism experience through engaging interpretation." Freeman Tilden.

Prepared by James A. Maetzold, USDA/NRCS, October 2000.



1999 EDITION
INCLUDES UPDATED
HERITAGE TOURISM
STATISTICS



INKING TOURISM AND PRESERVATION
CAN DO MORE FOR LOCAL ECONOMIES
—AND FOR TOURISM AND PRESERVATION—
THAN PROMOTING THEM SEPARATELY.

THAT'S THE CORE IDEA IN HERITAGE TOURISM: SAVE YOUR HERITAGE, SHARE IT WITH VISITORS, AND REAP THE ECONOMIC BENEFITS OF TOURISM.

In the past, the tourism industry saw its primary role as marketing ready products to travelers, such as package tours to Florida. The mission of the preservation community

is to preserve and protect
historic, cultural, and natural
resources. Today, tourism
and preservation are much
more likely to overlap. Some

state tourism offices now help develop heritage resources, and a number of preservation organizations are marketing their sites to tourists.

# Experiences and Benefits: A Heritage Tourism Development Model





USDA Forest Service - July 1997



# **Table of Contents**

Introduction	1
Purpose of this Report	
Methodology	
Heritage Tourism and the Wider Tourism Industry Defined	
How Heritage Toursim Is Different	
Challenges for Heritage Tourism	
Principles	
The Public Land Management Agency Role in Heritage Tourism	
A Heritage Tourism Development Process	
Four Focus Areas	
Freeman Tilden—Tilden's Principles of Interpretation	
Classifying Heritage Tourism Resources for Effective Programming	
Heritage Tourism Trends and Implications	
Heritage Tourism Case Studies	31
Conclusion	33
Case Studies	
Typical Local History Museum	0.5
Jersey Jim Lookout Tower—Mancos, CO 39	
Jorvik Viking Center—York, England 43	
Mystic Seaport—Mystic, CT 47	
Lancaster, PA 51	
Baker City, OR 55	
New Ulm, MN 57	
Historic Southern Indiana	
LBJ Heartland Council, TX65	
ibliography	67
esource List	/ 0



Compiled by the

Heritage Tourism Program

of the

National Trust for Historic Preservation 910 16th Street, Suite 1100 Denver, CO 80202 (303) 623-1504

©National Trust for Historic Preservation 1998

# **Directory of Organizations**

African American Museums Association	page 1
American Association for State and Local History	
American Association of Museums	page 2
American Automobile Association	
American Bus Association	page 3
American Institute for Conservation of Historic and Artistic Works	
American Planning Association	
American Society of Travel Agents	
Americans for the Arts	page 5
Association for Living Historical Farms and Agricultural Museums	
Association for Preservation Technology	
Foundation Center, The	page 7
Getty Conservation Institute  Institute of Museum and Library Services	page 7
Institute of Museum and Library Services	page 8
International Association of Convention & Visitors Bureau	page 9
Land Trust Alliance	page 10
National Alliance of Preservation Commissions	page 10
National Assembly of State Arts Agencies	page 11
National Association of State Development Agencies	page 11
National Center for Heritage Development	page 12
National Conference of State Historic Preservation Officers	page 12
National Endowment for the Arts	
National Endowment for the Humanities	page 13
National Historical Publications and Records Commission	page 14
National Institute for the Conservation of Cultural Property	
National Park Service	page 15
National Scenic Byways Clearinghouse	page 17
National Tour Association	page 18
National Trust for Historic Preservation	page 19
Preservation Action	
Rails-to-Trails Conservancy	
Scenic America	page 22
Society of American Travel Writers	page 23
Travel Industry Association of America	page 23
Travel and Tourism Research Association	page 24
U.S. Department of Agriculture Rural Development	
U.S. Department of Labor Employment and Training Administration	page 25
U.S. Small Business Administration	page 26
United States Tour Operators Association	
World Tourism Organization	page 27
World Travel & Tourism Council	page 27
Cross Reference Index	page 28



#### SHARE YOUR HERITAGE

# CULTURAL TOURISM NEWS

A Newsletter from Partners in Tourism: Culture and Commerce Supported by the American Express Company and the National Endowment for the Arts



# A New Cultural Heritage Tourism Initiative

#### Inside this issue:

New Initiative	1
Seeking Stars	2
Pilot Workshop Form	2
Fast Facts on SYH	3
Nomination forms	4-5
Washington Buzz	6
Cultural Tourism Alliance	7

#### Special points of interest:

Calendar of upcoming conferences on cultural tourism

New resources available to the field

Would you like to learn about other cultural heritage tourism success stories? Do you need more how-to information about cultural heritage tourism development? Are you trying to build partnerships across traditional boundaries and disciplines? If so, a brandnew national initiative called Share Your Heritage will be able to help. Funded by American Express and the National Endowment for the Arts and sponsored by Partners in Tourism, Share Your Heritage will develop how-to training materials and offer interactive partnership building workshops over the next two years.

Share Your Heritage is being developed in response to the top priority issue identified during the Partners in Tourism cultural tourism regional forums in

1996 and 1997, and the April 1998 follow-up workshop in Chicago. Specifically, the *Share Your Heritage* publications and workshops will address the challenges of building partnerships between organizations and agencies that may not have worked together in the past and which have different motivations behind their involvement in cultural heritage tourism.

During the program's first year, examples of success stories and best practices will be collected from across the country. These real-life best practices will be shared in curriculum materials that build upon the National Trust's time-tested principles for successful and sustainable heritage tourism, and the success stories will be showcased in a high-quality publication. Nomi-

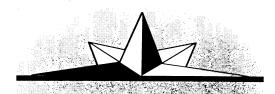
nation forms for best practices and success stories can be found in this newsletter.

In the second year, three pilot cultural heritage tourism leadership training workshops will be offered. The workshops will be tailored to meet the needs of culturally diverse partnership efforts in different parts of the country. Workshop sessions will include cross-discipline training, presentations by an expert national and local faculty, and interactive training and problem solving exercises. Pilot workshop locations will be selected later this year.

This special edition of Cultural Tourism News provides more in depth information about *SYH* and how cultural heritage tourism partnership efforts can become a part of this program.

Five
Principles of ⇒
Heritage
Tourism.

- 1) Focus on authenticity and high quality
- 2) Preserve and protect historic, cultural and natural resources
- 3) Make sites come alive
- 4) Find the fit between community values and tourism
- 5) Collaborate



OUTLOOK 2000: CULTURAL TOURISM NEWS

Published by:

Partners in Tourism: Culture and Commerce, Washington, D.C.

Editor/Designer
Karla Cosgriff, partners@aam-us.org
202-218-7719, 202-289-6578 (fax)
Contributing Editors: Kimber Craine, Amy Webb

Funded by the American Express Company

Partners in Tourism is a coalition among nine national service organizations and four federal agencies. Representing a broad spectrum of arts, humanities, heritage, and tourism organizations throughout the country, the Partners' purpose is to advance the role of culture and heritage and national, state and local travel and tourism policy and practice, resulting in sustainable places that will educate, elevate, and entertain the visitor. The national partners include: Alliance for National Heritage Areas, American Association of Museums, Americans for the Arts, Cultural Tourism Alliance, Federation of State Humanities Councils, National Assembly of State Arts Agencies, National Association for African-American Heritage Preservation, National Conference of State Historic Preservation Officers, National Trust for Historic Preservation. The federal partners include National Endowment for the Arts, National Endowment for the Humanities, Institute for Museum and Library Services, and the Presidents Committee on the Arts and the Humanities.

#### Do you have news to share? Do you want to receive information?

Does your state have a statewide cultural tourism plan? Do you have new information to share with us about what your organization is doing with cultural tourism? Email us at partners@aam-us.org or call 202-218-7719.

#### Partners in Tourism: Culture and Commerce

c/o AAM Suite 400 1575 Eye St., NW Washington, DC 20005-1105 BULK RATE U.S. POSTAGE PAID PERMIT NO. 6068 MERRIFIELD, VA

Supported by the American Express Company



Jim Maetzold National Agritourism/Recreation Leader Usda PO Box 2890 Washington DC 20013-2890

#### National Online Resources for Rural Tourism

#### **Funding**

American Express Philanthropic Program www.americanexpress.com/corp/philanthrop v

Institute of Museum and Library Services www.imls.gov

National Endowment for the Arts www.arts.endow.gov

National Endowment for the Humanities www.neh.fed.gov

National Scenic Byways Program www.byways.org

USDA Rural Development www.rurdev.usda.gov

#### **Technical Assistance**

American Association of Museums www.aam-us.org

American Association of State and Local History www.aaslh.org

American Bus Association www.buses.org

Americans for the Arts www.artsusa.org

American Planning Association www.planning.org

National Assembly of State Arts Agencies www.nasaa-arts.org

National Association of State Development Agencies (NASDA) www.nasda.com National Park Service www.cr.nps.gov

National Trust for Historic Preservation www.nthp.org

NTHP Heritage Tourism amy\_webb@nthp.org

NTHP Main Street www.mainst.org

NTHP Rural Heritage www.ruralheritage.org

Land Trust Alliance www.lta.org

Livable Communities www.livablecommunities.gov

National Assembly of State Arts Agencies www.nasaa-arts.org

National Association of State Development Agencies (NASDA) www.nasda.com

National Park Service www.cr.nps.gov

National Tour Association (NTA) www.ntaonline.com

Partners in Tourism www.nasaa-arts.org/ new/nasaa/artworks/ct

Rails to Trails Conservancy www.railtrails.org

Scenic America www.scenica.scenic.org

Travel Industry Association www.tia.org

U.S. Small Business Administration www.sbaonline.sba.gov

Western Rural Development Center www.ext.usu.edu

file: admin/nationalonlineresources



# Out on the Webway!

#### Clicks for the Traveler

<u>www.festivals.com</u> Gets about 7,000 hits per day and is targeted to festival fans and cultural tourists worldwide.

<u>www.hiddenamerica.com</u> A site dedicated to on-the-road Americana. Provides information on activities and places that lie off the beaten path and beyond the interstate.

www.seeamerica.org Offers one-stop shopping information to anyone interested in travel in the United States. The site is an information clearinghouse that consolidates in one place the thousands of sites that already exist for U.S. travel and organizes them in a searchable database.

#### Tools for the Practitioner

<u>www.silosandsmokestacks.org/resources</u> Professional Heritage Resources Online is a service of Silos and Smokestacks, Iowa's National Heritage Area. The site offers free downloadable publications, such as *The Country Heritage Community Field Trip Guide* and *Touring for Success*.

www.artsmarketing.org An on-line project of Arts and Business Council, Inc., funded by the American Express Company. The site provides arts marketing information and resources, including an extensive webliography, and has links to other marketing sites.

<u>www.presstrips.com</u> Media Travel Marketing's site is designed to offer both the travel media and the tourism industry a forum for developing travel editorial coverage and press trip opportunities. The site includes subscription information for *Media Connector Newsletter*, which provides editorial placement leads and publishes requests from the media for press material and/or press trips.

<u>www.OhioTourism.com/industry/heritage</u> This site's FAQ section will soon include a listing of state cultural heritage tourism coordinators. Please check your state's listing and e-mail any updates to rvarasso@odod.state.oh.us.

#### Models for Everyone

<u>www.mtsu.edu/~then</u> The Heritage Education Network (THEN) offers ideas, lesson plans, activities, resources and links on heritage education. The site is designed to help residents and visitors connect with the history in communities.

<u>www.historytoday.com</u> In preparation for the forthcoming re-launch of the site in the fall, historytoday.com is seeking profiles of museums and other heritage institutions. Forward material and direct any queries to Felicity Jones at f.jones@historytoday.com or 011-44-020-7534-8002.

www.arts.state.ms.us/crossroads/main.html The site for Crossroads of the Heart: Creativity and Tradition offers a glimpse of Mississippi's rich cultural traditions in music, quilting, narrative, maritime art and handmade objects, incorporating streaming audio and narrative descriptions.

www.heartlandproject.org The Heartland Project features a series of international exhibitions on the cultures and the histories of the heartlands on both sides of the Atlantic—the American Midwest and Central Europe. With three exhibitions as a foundation, this site will become a gateway to arts and culture in the Midwest, with significant educational components and international connections.

**DON'T FORGET!** Electronic versions of *Cultural Tourism News* are available in PDF format at www.nasaa-arts.org/new/nasaa/artworks/pubs.shtml. Please share this resource with your colleagues.



# Principles for Sustainable Tourism

As an officially designated Heritage Resource, we recognize and support a sustainable approach to tourism in Lancaster County.

We endorse the following *Principles for Sustainable Tourism* as the foundation for maintaining a balance between the economic benefits of tourism and the preservation of our natural and cultural heritage:

- The natural and cultural environment has an intrinsic value, and its protection and preservation is essential to the long-term success and viability of tourism in Lancaster County.
- The relationship between tourism and the environment, both natural and cultural, must be managed so that it is sustainable in the long term. Tourism should enhance and complement the unique natural and cultural features of Lancaster County.
- Tourism activities should respect and accurately reflect the scale, nature, and character of Lancaster County's unique places.
- Carrying capacity should be a prime consideration in managing and protecting the natural and cultural heritage of Lancaster County.
- A balance should be sought between the needs of the visitor, the place, and the residents of Lancaster County.
- Tourism should communicate appropriate cultural and environmental sensitivity.
- Local involvement in sustainable tourism planning processes is essential to promoting harmony between tourism and the residents of Lancaster County.

### We support these Principles by:

- Providing a high-quality educational and recreational experience for the visitor by adhering to the Authenticity Guidelines and Heritage Resource Criteria established by Lancaster County Heritage.
- Promoting the purchase of authentic, locally produced items.
- Promoting the sale of products and services which demonstrate local social, cultural, and environmental sensitivity.
- Encouraging and supporting agricultural, historic, and natural preservation efforts in the County.
- Communicating cultural and environmental sensitivity to visitors through appropriate promotional and orientation materials.
- Supporting tourism activities which enhance the natural and cultural environment.
- Participating in local tourism planning processes and activities which include all interests in the community.



# AUTHENTIC HERITAGE TOURISM IN LANCASTER COUNTY, PENNSYLVANIA

#### Scott Standish, Deputy Director for Long Range Planning Lancaster County Planning Commission

In 1994, Lancaster County, Pennsylvania, started a heritage tourism program that was one of the four pilot projects of the Pennsylvania Heritage Tourism Initiative. Through its participation, the county created a community-based strategy which strives to balance the preservation of heritage resources with the economic benefits of sustainable tourism. With the growing popularity of heritage tourism, many sites in the county are beginning to promote themselves as "heritage attractions" to increase visitation. In reality, however, some of the these attractions may not be authentic in their interpretation or physical presentation. To address these concerns, the Lancaster County Heritage Tourism Advisory Committee established clear guidelines and criteria for authenticity which must be met in order to be designated as an official heritage site, service, or event.

The specific objectives of the guidelines and criteria are to:

- help visitors find authentic heritage resources throughout the county;
- to encourage heritage resource managers to strive for higher standards of preservation, interpretation, and accessibility; and
- to assist them in meeting those standards; and to provide a clear framework for overall heritage development in Lancaster County.

To provide identity for the program and to act as a "seal of approval," officially designated heritage resources are encouraged to display a Lancaster County Heritage logo at their sites as well as in all promotional materials. The use of the logo at the sites helps visitors identify places where they can be assured of obtaining an authentic and high-quality experience.

#### **AUTHENTICITY GUIDELINES**

©1999 Lancaster County Heritage

Note: Italicized terms are defined at the end of this article.

#### **PURPOSE**

The purpose of the Authenticity Guidelines and Heritage Resource Criteria is to assist Lancaster County Heritage in identifying sites, services and events that authentically convey the *heritage* of Lancaster County.

#### HERITAGE RESOURCE CRITERIA

#### **Heritage Site**

Heritage Sites are the central features of the program. For that reason, it is imperative that they function primarily to educate the public about the local heritage. In order to qualify as a Heritage Site, a facility must provide a substantial amount of authentic interpretation above and beyond a simple statement of facts.

#### **Historic Site**

• Must meet the definition of an authentic resource.

- Must provide authentic interpretation specific to that site.
- Must be open with regular, established hours.

#### Museum

- Must provide authentic interpretation that directly relates to local heritage.
  - Must be open with regular, established hours.

#### Heritage Service

Heritage Services play a supporting role in the program. They are not specifically designed to educate the public about local heritage, but they have authentic features which qualify them for recognition in the program. Since education is not the primary focus of these facilities, it is important that they provide an experience which is unmistakably linked to local heritage.

#### Research Facility

- Must promote scholarship which directly relates to local heritage
  - Must be open with regular, established hours.

#### Tour

- Must provide authentic interpretation of local heritage.
- Must offer tour guides on a regular basis (at least once per month in season) **or** provide interpretive materials at an easily accessible public location

#### Lodging

- Must meet the definition of an authentic resource.
- Must provide authentic interpretation of local heritage. This interpretation must carefully outline how the building changed over time, and the role that it played in the history of the surrounding community. If the building was designed for a purpose other than temporary lodging, its original use must be clearly explained.
- If a *theme* is used, this theme must show a clear relationship to local heritage. If the theme conflicts with the original use of the building, the difference between the two purposes must be clearly explained.

#### Dining

- Must meet the definition of an authentic resource.
- Must provide authentic interpretation of local heritage. This interpretation must carefully outline how the building changed over time, and the role that it played in the history of the surrounding community. If the building was designed for a purpose other that dining, its original use must be clearly explained.
- If a *theme* is used, this theme must show a clear relationship to local heritage. If the theme conflicts with the original use of the building, the difference between the two purposes must be clearly explained.

#### Heritage Event

Heritage Events support the program by making local heritage come alive. They give the public the opportunity to

directly participate in the learning process. These events do not need to take place at an *Historic Site*, but they must result in better understanding of local heritage. To qualify as a *Traditional Event*, an event must be considered a natural and integral part of community life. All staged events are classified as *Interpretive Events*, because they are intentionally designed to inform and entertain the public.

#### **Traditional**

- Must be a commonplace activity whose importance is widely recognized by the geographic, social or cultural community that it represents.
  - Must demonstrate a clear relationship to local heritage.

#### Interpretive

- Must focus primarily on educating the public about local heritage.
- Must be promoted in a manner that emphasizes local heritage
- Must clearly indicate the historic time period, season of the year and location which are being interpreted.
- Must take place at regularly scheduled intervals at least once per year. One-time events may be considered for approval, but the Resources Subcommittee must be given the opportunity to review them at least two months prior to the event.

#### **DEFINITIONS**

Authentic Interpretation: Organized information that reflects a region's heritage through an accurate, objective and culturally sensitive portrayal of people, sites, services or events. The presentation of this information must not sacrifice historical accuracy or inclusiveness for the sake of entertainment or popularity. This information must be made easily accessible to visitors through signage, printed materials or other media, exhibits or tours.

Authentic Resource: A site, service or event which reflects a region's heritage by retaining features which existed during its *period of significance* and by demonstrating an association with historic events, persons, architecture, engineering or technology. It is not necessary for a site, service or event to retain all of the features which it had during its *period of significance*, but it must retain enough of these features to present a clear picture of local heritage.

- For an *Historic Site*, evidence of authenticity is strengthened by listing on or eligibility for listing on the National Register of Historic Places, the Lancaster County Historic Sites Register or any municipal list of historic sites.
- For a *Museum*, evidence of authenticity is strengthened by interpretation which meets professional curatorial standards. Collections that are not displayed in an interpreted historic building must have sufficiently detailed interpretation to convey a strong sense of local heritage.

**Collection:** A set of artifacts or objects which are acquired and preserved because of their value as examples, as reference material, or as objects of aesthetic or educational importance.

Dining: An historic restaurant, café or tavern.

Heritage: A legacy passed down from preceding generations. This legacy encompasses physical features and the cultural perspectives that define them. Elements of this inheri-

tance include natural features, landscapes, history, culture, art, architecture, religion, folklore and other social systems.

**Heritage Event:** One of the three types of *Heritage Resources*. There are two subcategories:

- Interpretive: A staged activity that is designed to be educational. This includes activities such as craft demonstrations, first-person reenactments, dramatizations and living history.
- *Traditional:* A commonplace activity whose importance is widely recognized by the geographic, social or cultural community that it represents.

Heritage Service: One of the three categories of *Heritage Resources*. This category is composed of four subcategories: *Research Facility, Tour, Lodging* and *Dining*.

**Heritage Site:** One of the three categories of *Heritage Resources*. This category is composed of two subcategories: *Historic Sites* and *Museums*.

**Historic Site:** A place (such as a landscape, streetscape, building or structure) which has played a first-hand role in the region's heritage. If any feature of this place has been moved from its original location or has been reconstructed, this change must be explained.

Lodging: An historic bed & breakfast, inn or hotel.

Museum: A gallery-based institution that maintains exhibits, displays or collections.

**Period of Significance:** The span of time that has made the greatest contribution to the historical importance of a resource. In most cases, the physical features of a *Heritage Site* or *Heritage Service* should draw attention to that era.

**Regular, Established Hours:** A schedule of appointed times when a *Heritage Resource* is open to the public. Seasonal hours are acceptable, as long as the resource is open at least once per week for three months of the year. One-time events are excluded from this requirement.

**Research Facility:** An institution whose primary purpose is to promote scholarship about local heritage. These institutions often provide archival information, historical documents and research assistance.

**Theme:** A recurrent, coordinated motif which intentionally creates an atmosphere of a specific place, time, activity, or culture. This motif is often expressed through a combination of cuisine, décor, and printed materials.

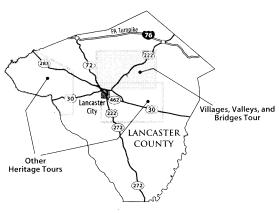
**Tour:** A guided experience or self-guided brochure whose primary purpose is to educate the public about local heritage. These experiences or brochures often feature a specific walking, biking or driving route.

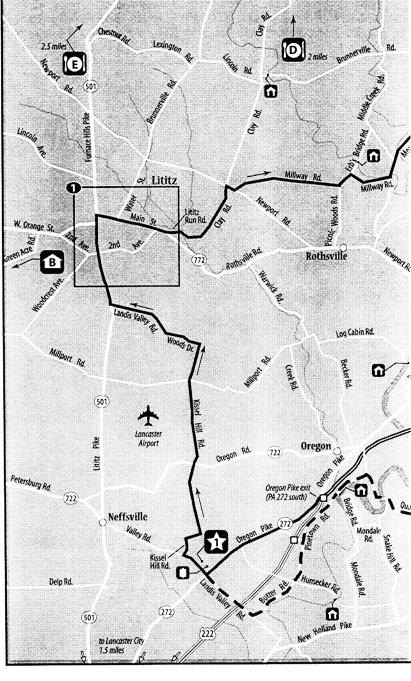
#### © 1999 Lancaster County Heritage

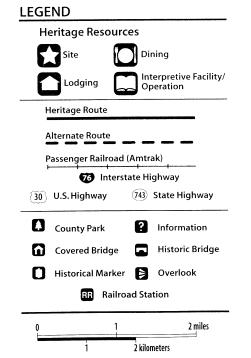
For more information please contact Scott W. Standish, Deputy Director for Long-Range Planning and Coordinator for the Lancaster County Heritage Partnership, or Kip Van Blarcom, Senior Planner, at the Lancaster County Planning Commission, 50 North Duke Street, PO Box 83480, Lancaster PA 17608-3480; 717/299-8333; email: standish@co.lancaster.pa.us



# Villages, Valleys LANCASTER COUNT

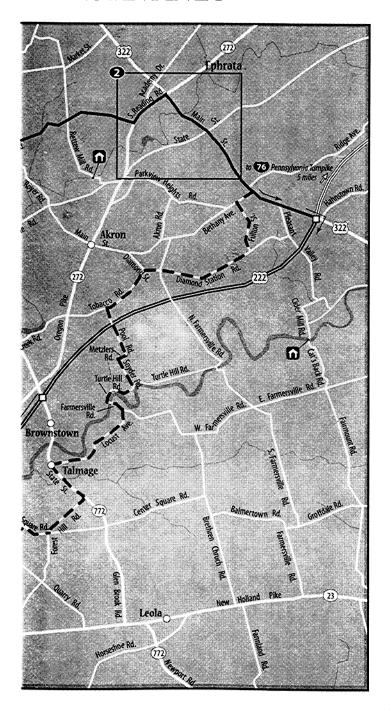


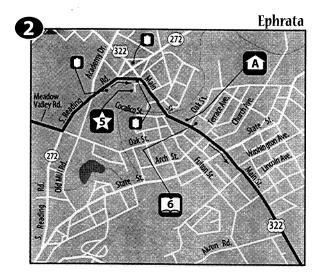


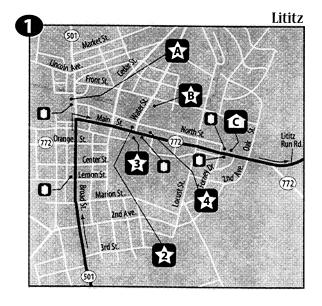


# and Bridges

# PENNSYLVANIA











# illages, '

#### Directions

Begin at \*Landis Valley Museum,

Landis Valley Rd, just W of Oregon Pike (PA Rte 272)

R on Kissel Hill Rd

R on Millport Rd (just briefly)

immediate L on Kissel Hill Rd

(same direction as before)

L on Woods Dr

at fork, bear R on Landis Valley Rd R on Lititz Pike/Broad St

(PA Rte 501 N)

R on Main St (PA Rte 772 E) to

\*Lititz Museum and

Johannes Mueller House (on L)

\*Lititz Moravian Church,

Archives, and Museum (on R), and

\*Sturgis Pretzel House (on L)

at fork, bear L on Lititz Run Rd

L on Clay Rd

R on Newport Rd (briefly)

L on Millway Rd

L on Erbs Bridge Rd

R on Millway Rd

L on Meadow Valley Rd

L on Reading Rd (PA Rte 272 N)

R on exit for US Rte 322 E at end of ramp, R on Main St

(US Rte 322 E) to

\*Ephrata Cloister (immediate R after exit) and

\*Historical Society of

the Cocalico Valley (on L)

R on entrance ramp for US Rte 222 S

(four-lane bypass)

R on exit for Oregon Pike

at end of ramp, L on Oregon Pike

(PA Rte 272 S) R on Landis Valley Rd to

**Landis Valley Museum** 



Downtown Ephrata



Landis Valley Museum

Landis Valley Rd, W of PA Rte 272 (Oregon Pike)

N of Lancaster City

This museum complex interprets rural Pennsylvania German heritage. It is centered around an historic crossroads village which includes buildings moved

there from other sites. Farms on the site are farmed by historic methods. Heirloom plants and historical breeds of cattle are featured here. This site is adminis tered by the Pennsylvania Historical and Museum Commission (PHMC). Open Mar-Dec: Mon-Sat, 9 am-5 pm; Sun, 12 noon-5 pm. Admission.

717-569-0401



Lititz Borough was founded by Moravians in 1754. Count Zinzendorf, a Moravian leader, named Lititz for a community in Bohemia (now the Czech Republic). Before the community was opened to outsiders, non-Moravians lived in the adjacent village of Warwick, which later became a part of the borough.



Lititz Museum 717-627-4636 and Johannes Mueller House 137-145 E Main St

The 1792 Mueller House is interpreted as the residence of an 18th-century Moravian Church member. The Lititz Museum, which traces the development of the Lititz settlement, is housed in the adjoining Shropp

House. Both of these museums are properties of the Lititz Historical Foundation.

Open May-October: Mon-Sat, 10 am-4 pm. Admission.



Lititz Moravian Church, 717-626-8515 Archives, and Museum E Main St (Church Square)

The present church was built in 1787 on the site of an earlier building. The archives and museum building was built in 1908 as the Moravian Home for Aged Women. The museum features documents, furniture, and other objects from the early days of the Lititz



Open May-September: Sat, 10 am-4 pm. Admission for guided tour.



Sturgis Pretzel House 219 E Main St

717-626-4354

Lititz In 1861, Julius Sturgis opened the United States' first commercial pretzel bakery in this stone house, which was built in 1784. Tours of the house explain the history of pretzel baking, and give visitors the chance to twist their own pretzels.



Open Mon-Sat, 9 am-5 pm. Admission.



Ephrata Borough was started in about 1732 by the Religious Society of Seventh-Day German Baptists, whose leader was Conrad Beissel. The settlement was built along an important Native American path, which was also known as the Paxton Road (now Main Street). It connected the Delaware River (near Philadelphia) with the Susquehanna River at Harrisburg.



# eys, and

#### Heritage Lodging & Dining

Ephrata Cloister 717-733-6600 US Rte 322 & PA Rte 272 Ephrata

A communal society called the Seventh-Day German Baptists built this complex in the 1730s. This community of religious celibates wrote music, printed books, and produced traditional German artwork called Fraktur. Several of the buildings have

been restored and interpreted. The site, which is a National Historic Landmark, is administered by the Pennsylvania Historical and Museum Commission (PHMC).

Open Tue-Sat, 9 am-5 pm; Sun, 12 noon-5 pm. Also open Mon, Mar-Dec. Admission.

6

Historical Society 717-733-1616 of the Cocalico Valley 249 W Main St (US Rte 322)

This site, which includes a museum and library, is housed in an Italianate building known as the Moore Connell Mansion. The society collects, preserves, and interprets materials related to the history and development of the Cocalico Valley

area. The museum houses historic objects and pieces of furniture which were made and used locally.

Open Mon, Wed, Thu, 9:30 am-6 pm; Sat, 8:30 am-5 pm. No charge for museum; fee for non-member use of library; students free.

Alternate Route: The Conestoga Valley

This route features the landscapes which have made Lancaster County famous: farmland, rolling hills, creeks, covered bridges, and historic buildings. It winds its way along country roads which roughly parallel the Conestoga River. Many of the first Europeans to settle in Lancaster County (Swiss, German, and French) settled in this valley. Rejoin the main tour route at the Landis Valley Museum.

#### Nearby and Noteworthy



Wilbur Chocolate 717-626-3249 Candy Americana Museum 46-48 N Broad St (PA Rte 501) Lititz

Wilbur Chocolate Company began in Philadelphia in 1884, and occupied this Lititz facility in 1930. The museum contains objects which relate to the history of candymaking. Visitors can watch as candy is made in a kitchen at the front of the building. Open Mon-Sat, 10 am-5 pm. No charge.



Heritage Map Museum 717-626-5002 55 N Water St Lititz

Hundreds of original 15th-19th century antique maps are displayed in this one-of-a-kind museum. A rich display of maps from Lancaster County and

all parts of the world provides a unique experience of history, science, geography, and cosmography.

Open Mon-Sat, 10 am-5 pm. Admission.





The 1777 House (at Doneckers) 301 W Main St 717-738-9502 **Ephrata** 

Spahr's Century Farm B 192 Green Acre Rd 717-627-2185 W of Lititz

The Carter Run Inn 511 E Main St 717-626-8807 Lititz

Wahtney's Inn 2415 W Main St 717-733-2014 W of Ephrata

The Brickerville House Rtes 501 & 322 717-626-0377 N of Lititz



Downtown Lititz

#### Credits

Pennsylvania Heritage Tourism Initiative: Sponsored by the Pennsylvania Historical and Museum Commission in partnership with the Center for Rural Pennsylvania, Pennsylvania Office of Travel, Tourism, and Film Promotion, and the Pennsylvania Heritage Parks Program.

For more information, please contact the program's local partners:

Lancaster County Heritage c/o Lancaster County Planning Commission 50 North Duke St Box 83480 Lancaster, PA 17608-3480 717-299-8333

PA Dutch Convention & Visitors Bureau 501 Greenfield Rd Lancaster, PA 17601 717-299-8901



#### What is heritage tourism?

Heritage tourism is traveling to experience the places and activities that authentically represent the stories and people of the past.

#### What benefits does heritage tourism offer?

Tourism is big business. In 1999, travel and tourism contributed \$520.7 billion to the U.S. economy. Travel and tourism is the third largest retail industry in the U.S. behind automotive dealers and food stores. Travel and tourism supported more than 7.6 million jobs and indirectly supports another 9.4 million jobs, creating a total of 16.9 million jobs (*Source: Tourism Works for America 2000 Report*).

In addition to creating new jobs, new business and higher property values, well-managed tourism improves the quality of life and builds community pride. According to a 1997 Report on Cultural and Historic Tourism, visitors to historic sites stay longer and spend more money than other kinds of tourists. Visitors to historic and cultural attractions spend, on average, \$615 per trip compared to \$425 for all U.S. travelers, and they spend and average of 4.7 nights away from home as compared to 3.3 nights for all other travelers. (Source: Travel Industry Association of America). Perhaps the biggest benefits of heritage tourism, though, are diversification of local economies and preservation of a community's unique character.

#### What challenges can heritage tourism bring?

One challenge is ensuring that tourism does not destroy the very heritage that attracts visitors in the first place. Furthermore, tourism is a competitive, sophisticated, fast-changing industry that presents its own challenges. It is generally a clean industry: no smokestacks or dangerous chemicals. But it does put demands on the infrastructure -- on roads, airport, water supplies and public services like police and fire protection.

#### What makes heritage tourism work?

By working in local communities across the country over the past decade, the National Trust has been able to develop five principles to create a sustainable heritage tourism program in your community, region or state.

- 1) Focus on authenticity and quality of experience
- 2) Preserve and protect resources
- 3) Make sites come alive
- 4) Find the fit between a community or region and tourism
- 5) Collaborate

#### What does the National Trust's Heritage Tourism Program do?

The Heritage Tourism Program provides technical assistance in strategic planning, preservation, tourism development, interpretation and marketing on a fee-for-service basis. The Heritage Tourism Program has also developed a series of "how-to" publications and programs to help individuals and organizations who are developing heritage tourism programs.

Protecting the Irreplaceable



BOULDER OFFICE

1032 HAWTHORN AVENUE

BOULDER, CO 80304

303.413.1986 • FAX: 303.413.8201

Denver office
910 16TH STREET, SUITE 1100
DENVER, CO 80202
303.623.1504 • FAX: 303.623.1508

NATIONAL OFFICE 1785 MASSACHUSETTS AVENUE, NW WASHINGTON, DC 20036 WWW.NATIONALTRUST.ORG

#### What publications does the National Trust offer about heritage tourism?

To help communities, regions, and states develop or enhance heritage tourism activities, the National Trust has developed a series of publications and products, including:

#### ❖ Getting Started: How to Succeed in Heritage Tourism

a 48-page four-color guide with the National Trust's time-tested principles and steps for successful and sustainable heritage tourism development. Updated in 1999 with new economic impact statistics and an updated resource directory. (\$15 per copy)

#### ❖ Touring Historic Places

a 16-page guide for group tour operators and managers of historic sites to develop, market, and host group heritage tours (\$10 per copy)

#### \* Preserving Our Past: Building Our Future

An 8-minute video describing the economic impact of heritage tourism and other benefits that heritage tourism can provide. (\$10 per copy)

#### To **order** the materials listed above:

1. National Trust for Historic Preservation, Mountains/Plains Office 910 16th Street, Suite 1100, Denver, CO 80202; (check orders only)

or

2. Information Series, National Trust for Historic Preservation 1785 Massachusetts Avenue, NW, Washington, DC 20036; (202) 588-6296 (check & credit cards orders)

#### Where can I find more information about the National Trust for Historic Preservation?

For more information about the National Trust for Historic Preservation, or for historic preservation assistance, contact the National Trust office nearest you.

Midwest Office (312) 939-5547 53 W. Jackson Blvd., Suite 350 Chicago, IL 60604 (IL, IN, IA, MI, MN, MO, OH, WI)

Mountains/Plains Office (303) 623-1504 910 16th Street, Suite 1100 Denver, CO 80202 (CO, KS, MT, NE, ND, SD, UT, WY)

Northeast Office (617) 523-0885 Seven Faneuil Hall Marketplace 4th Floor Boston, MA 02109 (CT, ME, MA, NH, NY, RI, VT)

Southern Office (843) 722-8552 456 King Street Charleston, SC 29403 (AL, FL, GA, KY, LA, MS, NC, SC, TN, WV) Southern Field Office (202) 588-6040 1785 Massachusetts Avenue, NW Washington, DC 20036 (DC, MD, PR, VA, VI)

Southwest Office (817) 332-4398 500 Main Street, Suite 1030 Fort Worth, TX 76102 (AR, NM, OK, TX)

Western Office (415) 956-0610 One Sutter Street, Suite 707 San Francisco, CA 94104 (AK, AZ, CA, HI, ID, NV, OR, WA, Guam, Micronesia)

Washington, DC Office (202) 588-6000 1785 Massachusetts Avenue, NW Washington, DC 20036

12/99